



# CENTRAL VALLEY FARMLAND TRUST LEGACY

## GETTING LOCAL STUDENTS ON THE FARM

In partnership with Raley's program: Where Your Food Grows and Grazes



**Central Valley Farmland Trust recently** partnered with Raley's Family of Fine Stores, Lodi Unified School District, Ag in the Classroom and local farm Steamboat Acres to get school children on the land to experience a working farm and learn where their food comes from.

To support CVFT's land conservation efforts, they are working with innovative programs – such as the Raley's Where Your Food Grows and Grazes – to educate our local youth about farming and local food. This most recent partnership effort included four separate tours to Steamboat Acres with fourth and fifth graders from Lodi Unified School District, serving 120 students.

Thanks to the farm owners, students learned about growing seasons, harvest and seasonal eating on the farm itself. To conclude the experience, students were treated to lunch at the Raley's store in an effort to show them the process from the farm to the grocery store.

While the students ate, the Raley's representative quizzed them on what they had learned on the farm and shared the different ways food can be packaged, using examples of foods the children saw growing at Steamboat Acres. For example, they had a fresh pear, canned pears, dried pears and pear baby food. Raley's provided pumpkins and seedlings to take home for each student.

“As a local grocer, Raley's wants to connect our youth with where their fresh and healthy food comes from,” said Becca Whitman, Raley's Manager of Community Relations. “Children who participate in the Where Your Food Grows and Grazes program with Central Valley Farmland Trust have an enriched understanding of the food system and are more likely to create healthy eating habits long-term.”

Through this ongoing program CVFT will continue to work with Raley's and Steamboat Acres to bring more students

*Continues on Page 3*

## PROTECTING FARMS THAT FEED YOUR FAMILY



### OUR MISSION

The mission of the Central Valley Farmland Trust is to work with landowners and conservation partners to preserve agricultural lands in the California Central Valley for future generations.

### CURRENTLY SERVING

San Joaquin, Sacramento, Stanislaus, Merced, and Madera Counties



# EXECUTIVE DIRECTOR'S MESSAGE

Bill Martin



**As I approach the end of my time here at Central Valley Farmland Trust and I look back on the journey to arrive at this day, a sense of melancholy sneaks its way in. This is my last executive director's message, as the end of February 2017 will be upon us all so soon. In this forum, this is my last message to my friends, colleagues, constituents and ardent supporters before I retire.**

First, I would like to acknowledge that if it were not for all of you there would be no Legacy newsletter and therefore no need for me to pen a message. For that reason, my appreciation runs very deep for all of you who helped CVFT become what it is today. I do not hesitate to point out that my involvement over the last 12 or so years was made most enjoyable because of each of you.

Around this very time 12 years ago I came across a notice in the job section of the Wall Street Journal. It read in part, "New agricultural land trust seeks executive director." I was not looking for a job, but for some unknown reason the notice intrigued me. I did a little research and made the fateful decision to counsel with one of my close friends and confidants, Ron Dolinsek.

That conversation turned out to be a milestone moment. He said to me, "That job sounds like something legacies are

built on." My work to that point had been good, but I saw this as an opportunity to do so much more and specifically for the land and the people who steward it.

Through what I am sure was divine guidance, I somehow made it to the final interview at the Great Valley Center in Modesto. At the end of the interview Brad Lange, CVFT founding board member, said, "Why in the heck would you take on something like this?" My response was simple: "How often do you have a chance to build something from the ground up and turn it into something everyone can be proud of?"

Truth be known, at that very moment I had no idea how I was going to accomplish what I had just proclaimed. I just knew I wanted to try.

Thankfully I did not make a liar out of myself and Ron Dolinsek's words are ringing loudly in my ears. We (a collective we) built something everyone is proud of. How I personally went about the task(s) of getting CVFT from point A to point B is not important. I simply stayed down in the engine room and made sure the engine was running at peak performance. But YOU all were at the controls making sure a proper course was being navigated in and out of troubled waters.

I could not have scripted a better ending to my career. But to be able to share it with all of you makes it even more special. Thank you for allowing me the opportunity and God's speed in hiring the next executive director to take CVFT to even greater heights.

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# FARM TO FORK

## SACRAMENTO



**We are so proud to have participated in the** world-famous Farm-to-Fork event in Sacramento in September. We loved partnering with Raley's once again to share with visitors about where your food is grown and where you can buy local products. Our favorite part of this event was certainly working with our young visitors – making bird feeders, seedling plantings and doing soil comparisons. We also loved having fun with you and your friends and family in the photo booth. Thanks for the support – farmland wins when we all GIVE to save it! Visit our website and Facebook page to see the pictures from this fun-filled day.

# FARM TOUR

## WINNER ANNOUNCED



### **Congratulations to: Hayden from Sacramento**

Hayden and five of his friends will enjoy a personalized farm tour on KLM Ranches in Sacramento where they grow many products from artichokes to tomatoes. The farmer and his family will also treat Hayden and friends to a wonderful homestyle feast!

Like Hayden, visitors at the farmer's market on Capitol Mall in Sacramento this summer had the opportunity to enter CVFT's drawing to win this tour and dinner for six on KLM Ranches. We got hundreds of entries and look forward to doing more drawings like this in the future – so more Haydens can take their friends and families out on the land!

Like us on Facebook and follow us on Twitter so you can keep up with others offers like this in the future.

*Continued from Page 1*

closer to the land that supports a healthy lifestyle. Additionally, this experience connects students with the men and women who work diligently to ensure a safe, wholesome product is available in local grocery stores. "Students are so inquisitive about how we grow the food they eat. It's a real pleasure to share that information with them," said fifth generation farmer and owner of Steamboat Acres farm, Tim Neuharth. "We love our farming way of life, but we share it with others mainly to try to bridge the information gap with the general public's awareness about where their food comes from. It comes from farms and ranches that are tended by hard working people."



CVFT is so proud to partner with such incredible organizations and farmers to help ensure our future generations know where their food comes from. An unexpected benefit from these tours was the impact on teachers. CVFT was excited to hear from the classroom teachers who brought their students to the farm.

"The farm-to-fork field trip to Steamboat Acres and Raley's was one of the most memorable experiences of my teaching career," said Brooke Shamhart, a teacher at Lois E. Borchardt Elementary. "The students were able to make comparisons between fresh, frozen and canned foods and determine which options are healthiest. The staff at both locations (Steamboat Acres and Raley's store) were knowledgeable and the experience gave students insight into the value of the farm-to-fork movement in the Sacramento Valley."

To see the pictures from these tours please visit our website or Facebook page. To learn more about Steamboat Acres visit [steamboatacres.com](http://steamboatacres.com). If you are a farm owner and are interested in participating in our school tour program, please call Susan in our office (916) 687-3178.

# THE ECONOMIC IMPACT OF CENTRAL VALLEY AGRICULTURE: A CASE STUDY ON MERCED COUNTY

Maxwell Norton

Retired Farm Advisor in Merced County, 35 Years



**Sunshine nearly 300 days a year, warm days** and cool nights, no snow, no floods, and the largest patch of class 1 soils in the world makes California's Central Valley a precious gem. The Central Valley is really two valleys: San Joaquin to the south and Sacramento to the north. It is about 450 miles long from Bakersfield to Redding. The valley is 60 miles at its widest, between the Sierra Nevada to the east and the Coast Ranges to the west. Year-round growing seasons make the Central Valley a virtual cornucopia with over 350 different crops distributed locally and shipped worldwide. What a place!

If the valley is so large what is the trouble if we lose an acre here and there or several hundred here or there? What does it really mean? Or better, why should we care? The obvious direct benefactor of saving farmland is the farmer and his/her family, but the extended benefits to people and communities, and the state as a whole, are tremendous.

So, what is the value or impact to a county of an acre of farmland?

As with any basic industry, agriculture generates most of its economic wealth after the product leaves the farm gate. Goods and services are purchased by the farmer from a wide variety of enterprises, which in turn purchase from others. The largest multiplier of economic growth is in the form of packing, processing, packaging, transporting and marketing of agricultural products.

Plainly, the multiplier effect comes about because injections of new demand for goods and services into the circular flow of income stimulate further rounds of spending – in other words one person's spending is another's income. This can lead to a bigger eventual final effect on output and employment.

## Merced County

To get a perspective on the economic impact of an acre of irrigated ag land using a real example, look at Merced County. San Joaquin Valley crops are often high value commodities and in many cases a considerable amount of processing activity is generated in the regional economy as a result of their production.

The really big multiplier in California is in the processing sector of agriculture: canneries, almond hullers, wineries, cheese companies, nut processors, meat processors, tomato paste manufacturers, milk processing, frozen fruits and vegetables, and fresh product shippers.

**“If the valley is so large  
what is the trouble if we  
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there or several hundred  
here or there?”**

To estimate the impact on Merced County's local economy of an acre of irrigated land, and consequent loss as a result of conversion to other uses, farm advisors from Merced County Cooperative Extension used a University of California study on the economic multiplier of crops grown in Stanislaus County which gives the economic multiplier factors for individual crops.

The economic multiplier summarizes the total direct spending and indirect re-spending effects of farming activity and agricultural processing in the local economy. The agricultural economies of Merced and Stanislaus counties are very similar in that they grow similar crops and both have substantial agricultural processing industries.

Merced County Cooperative Extension consulted reliable industry sources to obtain typical yields for well-managed operations and multiplied those by recent average prices to give the farm gate value of the crop. By multiplying the farm gate value by the multiplier factor, they are able to get a rough estimate of the total economic impact of an acre of irrigated cropland on the local economy.

These are the losses, per acre, per year, to the Merced County regional economy for:

- Almonds: \$24,000
- Processing tomatoes: \$20,640
- Shipping tomatoes: \$23,400
- Cling peaches: \$52,440
- Sweet potatoes: \$29,250

Using the same methodology and a multiplier factor of 3.0, the total farm gate value for Merced County alone is about \$4.5 billion, which generates more than \$13.5 billion of economic activity. When you include food processing, agriculture employs about a third of the county's workforce.

### Far-reaching Benefits, California impacts

The economic impact of saving farmland is huge, while the loss of this same farmland is remarkably greater. If we apply the same approach again to the current service area of Central Valley Farmland Trust, we see a staggering economic impact to the valley economy.

Value of Ag – “Farm Gate” Value - 2014 County Ag Commissioner Reports

Madera	\$2,265,881,000
Merced	\$4,429,987,000
Stanislaus	\$3,663,000,000
San Joaquin	\$3,234,705,000
Sacramento	\$495,379,000
<b>Total</b>	<b>\$14,088,952,000</b>

X economic multiplier of 3.0

= Total economic impact in our service area of \$42,266,856,000

In 2014, agriculture had a total economic impact in our service area of over \$42 billion.

UC Davis Ag Issues Center (UC Davis AIC) research shows that agriculture generates a quarter of all private sector employment in this Valley. Every job in agriculture generates 2.2 additional jobs in other parts of the economy. In this valley there are dozens of business

categories who depend on selling products and supplies to farming operations.

There are just as many types of businesses that sell specialized services to these family farms: harvesting, irrigation design, ag engineering, ag construction companies, labor contractors, veterinarians, bookkeepers, on-line data services, ag banking, insurance, real estate and legal services.

California is very lucky that some of our output is exported, according to UC Davis AIC for every billion in ag exports, 27,000 jobs are created in this state. For every dollar in exports, 1.40 is generated in economic activity. This is really important for our state.

Especially considering the current drought, it goes without saying that the supply and cost of water influences agricultural output and subsequent food processing activities. Because of our very special combination of climate, soils and availability of water in the summer, production of the specialty crops that are lost here will not shift to another part of the U.S. economy – it will shift overseas and the jobs will be created there.



### Billions of Reasons to Protect Farmland

While the economic reasons to protect farmland are clear, the subtler and sometimes more powerful reasons still ring true. The land is the foundation of our way of life and she cannot be replaced. The richness of the land cannot be accounted for in just her produce or dollar value.

The land provides opportunity, peace of mind and space – all things Californians today and tomorrow need and treasure. An investment in land protection today saves all of this and more for tomorrow.

# BOARD DIRECTOR MESSAGE

Larry Ruhstaller



**My mother's family came to Stockton in 1912** and my father's to the Sacramento area in 1865. Raised in Stockton, I served 16 years in local government at the city and county level and served on various committees most important of which dealt with our water concerns. Maintaining a sustainable food basket for the world depends on local and regional advocates that are able to serve their communities as the messengers to those that do not live here, and those that do. Our job is to educate our communities as well as those whose decisions effect our homes and our local economies.

As your newest member of the board of directors for Central Valley Farmland Trust, one of my goals is to help the organization educate our people. It has been my experience in public service that getting out to where our residents live, work and connect with one another is the best place to share our message. This is where we can

teach about what agriculture is, how it affects us all and what protecting it means for everyone.

I like the idea of our future work including the creation of short presentations, oral or digital, that can be presented at schools and community based meetings either in an assembly setting or to individual classes. Participating in events such as Farm-to-Fork or with our community partners like Raley's Family of Fine Stores help us reach the broader public.

Encouraging collaborative public relations and education programs with other like-minded organizations has exciting opportunities to connect us with our young people and each other. Recently, we went to Steamboat Acres with fourth graders from Lodi and it was important to get these children on the land and to touch their food source. The youth of California are becoming increasingly separated from our natural resources. Teaching the children can help us teach the adults.

It is up to us to preserve what we have and that work doesn't stop with just us. It's our duty to make sure our kids know the importance of our precious farmland resources. I like to view our work to protect farmland as a proactive endeavor, in harmony with nature, with the goal of passing this gift onto the generations who come after us. There is a saying, possibly first penned by Wendell Berry or derived from our native American culture, that summarizes this thought well: "We do not inherit the earth from our ancestors, rather we borrow it from our children."

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## AN EVENING AT THE CARNEGIE



**Our final Evening at the Carnegie event was** held Saturday, October 1st. This special evening was a wonderful success as it brought so many of us together to support farmland conservation and also to wish soon-to-retire Bill Martin well as he moves on in February 2017.

Our live auction was so much fun and everyone loved the paddle action, an opportunity to give a little extra to our mission and cap off the evening's festivities. The silent auction was our best ever and we are so thankful to all who attended and supported our staff, board and mission.

Thank you to all our sponsors and donors who make farming and open space a reality for our next generations.

This gala event is in partnership with these corporate sponsors:

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# LEAVING A FARMLAND LEGACY

Sahara Saude-Bigelow



## Fall is a season filled with change.

As temperatures drop, we feel the need to gather closer around a fire, to share stories that bring us together as family.

One of my favorite places to be as the colors and light shift is at my family's ranch in the Gabilan Range, east of Parkfield, Calif., with my vibrant 96-year-old grandmother who was born there (pictured above with Sahara). I like to sit with her on the aging ranch house porch and listen again to tales of struggle and survival that made life there possible.

What I love most is the sense of heritage, of belonging to that expansive land. Working with Central Valley Farmland Trust, I am able to help others continue to cultivate generational pride as land stewards. It's one of the core reasons that I work in land conservation.

Central Valley Farmland Trust offers many different options through its Farmland Legacy Society to help leverage opportunities like the federal tax incentive program to meet the needs of you and your family. Gifts by wills, trusts or bequests will protect farmland in perpetuity and may provide tax benefits.

A simple conservation easement to a property can provide options for your family:

- Charitable Contribution - When you agree not to develop a piece of land, its appraised value is reduced. You can claim the reduction in value as a charitable contribution.
- Reduced Property Taxes – A conservation easement may reduce or stabilize property taxes, depending on zoning, land use and current assessed value.
- Reduced Estate Taxes – The donation of a conservation easement, whether during the landowner's life or by bequest, can reduce the value of the land upon which estate taxes are calculated. This benefit can mean the difference between heirs having to sell or develop the property to pay estate taxes, or being able to keep the property in the family.

I was thrilled in 2015, when Congress enacted one of the most powerful permanent conservation measures in decades: the enhanced federal tax incentive for conservation easement donations.

The enhanced federal tax incentive does the following:

- Raising the deduction a donor can take for donating a conservation easement to 50 percent, from 30 percent, of their annual income
- Extending the carry-forward period for a donor to take a tax deduction for a conservation agreement to 15 years from five years; and
- Allowing qualifying farmers and ranchers to deduct up to 100 percent of their income, increased from 50 percent.

If you own land with important natural or agricultural resources, donating a conservation easement can be a prudent way to both save the land you love and to realize significant state and federal tax savings. As fall brings us closer to the end of the year, sit on the porch and talk with those who matter. Ensure that your grandchildren are part of your legacy.

"Leaving a planned gift to CVFT was an important way for us to give to the future success of the organization," said Ken Oneto. "As farmers ourselves, we know the level of trust and understanding between this organization and landowners. Making sure they are able to continue protecting farmland and helping landowners is why I have committed my time and money to CVFT."

**"As farmers ourselves, we know the level of trust and understanding between this organization and landowners."**

- Ken and Florence "Florrie" Oneto,  
Members of the Farmland Legacy Society

If Central Valley Farmland Trust can provide you with tools or options, we are happy to help. Find out more about the CVFT Farmland Legacy Society and other information about creating a unique cohesive estate plan that meets your family needs.



**CENTRAL VALLEY  
FARMLAND TRUST**

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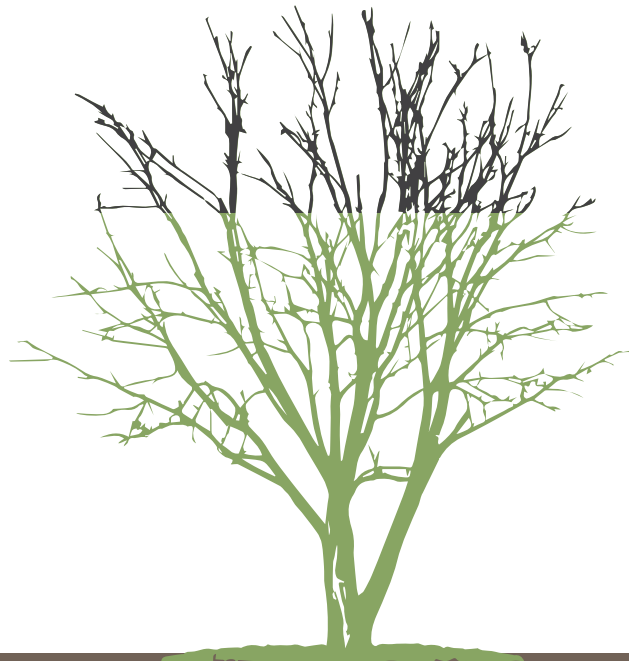
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